

City of Greenville North Carolina

REQUEST FOR QUALIFICATIONS:

Professional Planning Consulting Services:
Review of City of Greenville Land Use Related Plans
and Development Standards to Improve the
Community's Health, Design and Appearance.



ISSUED: March 30, 2012

DUE: April 23, 2012

DELIVER TO

**Merrill Flood, Director
Community Development Department
City of Greenville
201 W. 5th Street
P.O. Box 7207
Greenville, NC 27835**

Request for Qualifications for
Professional Planning Consulting Services:
Review of City of Greenville Land Use Related Plans and Development
Standards to Improve the Community's Health, Design and Appearance.

INTENT

The City of Greenville Community Development Department invites firms to submit their qualifications to provide:

Professional planning consulting services to review the city's existing plans and development standards from a public health perspective; to identify opportunities for policy and/or development standard modifications that would improve the community's health, design and appearance; and to facilitate meetings with a project work group to build consensus on preferred policy and/or development standard modifications.

BACKGROUND

The Pitt County Health Department received a grant from the National Center for Disease Control for a program called "Communities Putting Prevention to Work". This program is designed to support the development of comprehensive strategies that impact many sectors of a community in the prevention of chronic diseases due to inactivity, lack of proper diets, and other lifestyle habits. Health officials, school administrators, health care professionals, planners, engineers, business sector representatives and others work together to address the health of the community. This blended approach creates opportunities for communities to examine policies and development standards affecting public health. The City of Greenville is a partner in this program and this project is being initiated to support the program's objectives.

PROJECT DESCRIPTION

The City of Greenville has received funding to hire a planning consultant to review the city's existing plans and development standards from a public health perspective; to identify opportunities for policy and/or development standard modifications that would improve the community's health, design and appearance; and to facilitate meetings with a work group to build consensus on preferred policy and/or development standard modifications. The project can generally be divided into the following detailed tasks:

Task 1 – Review Existing Plans and Development Standards from a Public Health Perspective and Identify Opportunities for Policy and/or Development Standard Modifications to Improve the Community's Health, Design and Appearance.

At a minimum, the consultant will be required to:

1. Obtain and review the City's Comprehensive Plan, Bicycle and Pedestrian Master Plan, Zoning Ordinance and Subdivision Regulations.
2. Attend a project kick-off meeting to gather input from city staff and a project work group whose members represent a variety of community interests.
3. Create an initial inventory of potential policy and/or development standard modifications designed to improve the community's health, design and appearance.

Task 2 - Facilitate Meetings with the Project Work Group to Build Consensus on Preferred Policy and/or Development Standard Modifications.

At a minimum, the consultant will be required to:

1. Conduct at least three (3) meetings with the project work group to review and discuss the potential policy and/or development standard modifications in an effort to identify those that have widespread support and greater potential for implementation versus those that are more controversial and would likely be more difficult to implement.
2. Generate a report that summarizes the consultant's efforts and the work group's recommendations. This report will be provided to the city in a digital format.
3. Present the report to the City's Planning and Zoning Commission and City Council.

PROJECT SCHEDULE

The project is expected to begin in May, 2012 and to be completed within 12 weeks (excluding presentations to the Planning and Zoning Commission and City Council).

GUIDELINES FOR SUBMISSIONS

Submittal Format and Content

The submittal format should follow the suggested content outline below. The submittal document should be in sufficient detail to effectively present the consultant's proposal and responses to the items requested. There is no specified length; however, proposals will not be judged by the volume of material, and therefore should be as concise as possible without sacrificing clarity.

The content should include the following information in this order:

1. **Cover Letter**, briefly introducing the consulting firm.
2. **Proposed Work Program**, indicating the approach and steps that the consultant recommends to accomplish the key project tasks and the associated timeline.
3. **Anticipated Deliverables** should be listed and briefly described.
4. **Consultant Qualifications** should address experience in comprehensive plan, bicycle and/or pedestrian plan, zoning ordinance, and subdivision regulation development and specific examples of projects that included a public health

dimension in the development of the same. The Consultant should provide the following:

- a. A brief explanation of why the submitter believes the consulting team is best able to complete the project – including a description of any unique qualities, expertise or experience the firm and individuals would bring to the project;
 - b. A brief summary of the consultant's relevant experience;
 - c. Assurance that the consultant or team can complete the project within the time frame, with a description of other commitments the lead firm will have during this period;
 - d. Names, qualifications and résumés of individuals who will be directly involved in this project; and
 - e. References with key contacts and phone numbers.
5. **Work Samples** should be attached, and should emphasize recent, relevant projects. Examples of relevant projects would include, but not be limited to, those involving the development of standards for mixed-use development, form-based codes, context sensitive infill development, and development forms that promote bicycling, pedestrians and transit. The name and a very brief description of such projects should be given.

Submission Requirements

Applicant consultant firms must provide five (5) copies and one (1) original copy of the submittal to the City of Greenville Community Development Department by 4:00 pm on April 23, 2012. No submittal items can be accepted after the deadline. The required documents should be submitted to the Project Manager.

Project Manager Contact Information:

Merrill Flood, Director
Community Development Department
City of Greenville
201 W. 5th Street
P.O. Box 7207
Greenville, NC 27835

Telephone: (252) 329-4511
E-mail: mflood@greenvillenc.gov

CONSULTANT SELECTION PROCESS

A staff Review Team will review all submittals to identify those best meeting the criteria below and, in general, best suited to meet the goals of the project. This review will occur between April 24 and April 27, 2012 and applicant firms may be contacted during this period for clarification of submitted RFQ.

A finalist will be selected for contract negotiation, and if that negotiation is successful and appropriate authorities approve the contract, the selected firm will be immediately announced. If no agreement can be reached with the top ranked firm, staff shall proceed to negotiate with the next ranked firm, until both parties arrive at a satisfactory agreement.

Questions regarding this process must be submitted in writing to the Project Manager (see contact information above).

Proposals will be evaluated based on each of the following general criteria:

- ***Demonstrated Capacity*** (Past performance of consultant firm, as well as project manager and other team members; availability of consultant team members; extent of other completed projects of similar scope and magnitude)
- ***Proposed Work Program and Deliverables*** (Understanding of the assignment; quality of response to proposed work program and deliverables)
- ***Communications*** (Organization/completeness of response; writing skills, as shown through the submission and any submitted work samples)
- ***References*** (Confirmation that consultant has performed similar work in past; assessment of ability to produce quality product within time frame of scope; assessment of ability to run effective public meetings; assessment of ability to work with staff, stakeholders and elected officials)
- ***Work Samples*** (Quality and applicability of submitted work samples)

GENERAL TERMS AND CONDITIONS

This Request for Proposals does not commit the City of Greenville (*hereinafter "City"*) to enter into an agreement, to pay any cost incurred in the preparation of the response to this request or in subsequent exclusive negotiations, or procure or contract for the project.

Withdrawal of Submissions: A proposer may withdraw the RFQ at any time prior to the closing time and date by notifying the Project Manager in writing.

Reservation of Rights: The acceptance of an RFQ does not constitute an agreement that any contract will actually be made. The City reserves the right to:

- reject any or all Requests for Qualifications;
- reissue a Request for Qualifications;
- extend the time frame for submission by notification of all parties who have registered an interest in this RFQ with the designated contact person;
- request more information from any or all applicants;
- decline to accept all terms of any RFQ, reaching agreement on final terms during contract negotiations;
- terminate negotiations for failure to reach mutually acceptable terms.

Proposal as Public Record: The confidentiality of the applicant's RFQ will be maintained until the time and date established for the initial submission of all RFQ's. Thereafter, each proposal will not be considered confidential and the contents of the RFQ will be considered the public record of the governing body.

Proposer Incurred Costs and Proposal Ownership: Each proposer will be responsible for all costs incurred in preparing a response to this Request for Qualifications. The selected consultant will be responsible for all costs it incurs during negotiations. All materials and documents submitted by the proposer in response to the RFQ will become property of the City and will not be returned.